

【 For Immediate Release 】



MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited second quarter and interim results for the six months ended 30 September 2009

<i>Financial Highlights</i>	<i>For the three months ended</i>	<i>For the three months ended</i>	Change
	<i>30 September 2009</i>	<i>30 September 2008</i>	
	<i>(unaudited)</i>	<i>(unaudited)</i>	
	US\$'000	US\$'000	
Turnover	95,139	110,652	-14%
Profit before income tax	13,646	10,023	+36%
	<i>For the six months ended</i>	<i>For the six months ended</i>	Change
	<i>30 September 2009</i>	<i>30 September 2008</i>	
	<i>(unaudited)</i>	<i>(unaudited)</i>	
	US\$'000	US\$'000	
Turnover	181,696	220,135	-17%
Profit before income tax	20,779	23,166	-10%

25 November 2009 — **Media Chinese International Limited** (“Media Chinese” or the “Group”; SEHK stock code: 685; KUL stock code: 5090; “世界華文媒體有限公司”) today announced its second quarter and interim results for the financial quarter and six months ended 30 September 2009.

Total revenues of the second quarter declined by 14% or US\$15,513,000 to US\$95,139,000, due to the impact of significant reduction in the advertising and tour sales.

Amidst difficult economic conditions, the Group’s profit before income tax increased by 36% from US\$10,023,000 in the corresponding quarter last year to US\$13,646,000 for the second quarter of this financial year. The key drivers of the Group’s performance were continuing efforts in enhancing operating efficiency, lower newsprint cost and tight cost controls.

Due to the global financial crisis, the publishing and printing segment was challenged by revenue shortfalls caused by continued weak advertising sales in those markets that the Group operates in.

Throughout the financial quarter, the travel businesses have been affected by the economic slowdown and H1N1 influenza.

The advertising and travel downturn which began in the second half of last year continued unabated through the first half of the current financial year, thus depressing the Group's financial performance. On an underlying trading basis, revenue declined 17% or US\$38,439,000 to US\$181,696,000, while total operating costs were reduced by 18% or US\$35,722,000 to US\$164,002,000. This combination resulted in the Group achieving a profit before income tax of US\$20,779,000 for the six months ended 30 September 2009, down 10% from last year corresponding period.

The Group's results highlighted the positive impact of its continuing efforts in enhancing operating efficiency in the light of the revenue realities in this difficult market.

Adding to this, the fluctuations in the Ringgit Malaysia and the Canadian dollar against the US dollar also negatively impacted the Group's turnover and profit before income tax by about US\$10,170,000 and US\$1,642,000 respectively for the six months under review.

The Board of Directors has declared a first interim dividend of US0.45 cents per ordinary share in respect of the six months ended 30 September 2009 (2008: US0.45 cents).

Media Chinese's Group Chief Executive Officer Mr. Francis Tiong said "We were pleased with the Group's overall performance for the six months ended 30 September 2009 given the difficult trading environment in most of our markets."

"Significant progress is being made in the digital media business in which the Group made its new move into the digital publication technology sector by establishing a partnership with IATOPIA.COM LIMITED in the areas of e-publication technologies and content management system."

"For the coming quarter, we believe advertisers will continue to be cautious with their spending and focus on market leaders. Lately, the rate of decline in advertising in Hong Kong and Malaysia appears to have slowed down but the material recovery in advertising demand has not yet commenced."

"Although advertising market remains challenging, however with key strategies in place to contain cost together with intensive efforts to increase revenue, the Group is cautiously optimistic about its results for the remaining of this financial year."

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About Media Chinese International Limited

Media Chinese International Limited is a leading global Chinese-language media group primary listed on the main board of The Stock Exchange of Hong Kong Limited (under the ticker 685) and Bursa Malaysia Securities Berhad (under the ticker 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 14 editions with a total daily circulation of over 1 million copies, 1 daily free newspaper, and over 30 magazines. Its various online portals across key cities in these regions gather around half billion pageviews per month. Media Chinese is the proprietor of Life Publishers Berhad, the largest Chinese-language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on the main board of The Stock Exchange of Hong Kong Limited under the ticker 426).

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